



Exhibit A

Exemplars Demo: Digital Camera Shopping Wizard

Generator Options

- ☒ Use basic Exemplars features
 - ☒ Use intelligent referring expressions
 - ☒ Apply text smoothing rules
 - ☒ Attend to dialogue context
 - ☒ Use intelligent date references
 - ☒ Use randomized text snippets

Use randomized text snippets: This option controls whether randomly selected text "snippets" are used for certain phrases, instead of always using the same phrase in a given context. This makes the generated responses more varied, and less repetitive. To see the effect of this option being on, you can simply reload this page in your browser a few times, and watch how the generated text changes, even though the user input is the same.

Using randomized snippets expands the number of different responses a text generator can produce, without the need to design each additional response from scratch. Snippet-authoring environments can allow writers with subject-matter expertise to extend a system, without needing to be experts at designing exemplars.

User Input

I want a camera for:
☒ Basic snapshots ☐ Business use ☐ Pro photography

I want to view the pictures as:
☒ On-screen images ☐ 4x6 prints ☐ 8x10 blowups

I don't want to pay more than:
☒ \$250 ☐ \$500 ☐ \$1000

Generated Response

I've found three cameras that match your requirements:

Model	Max. Resolution	Weight (oz.)	Price
Fiji HappyCam 150	640 x 480	9.0	\$99
Panaphonics FunBox 210	800 x 600	9.6	\$149
Kodiak Zoomer 450	1024 x 768	9.9	\$249

All of these models are compact and portable, for capturing memories at any time or place. And they all have at least 0.3-megapixel resolution, which is good enough for web pages and on-screen viewing.

The most affordable choice is the Fiji HappyCam 150. The Panaphonics FunBox 210 is somewhat easier to use, but it costs \$50 more than the HappyCam. Given the price difference, you should probably grab the HappyCam, unless you're willing to pay more for the FunBox's ease of use.

The HappyCam and the FunBox are both in stock for immediate shipment. As usual, you get a free carrying case if you order by next Tuesday, August 26.

Figure 1: Screenshot of prototype Natural Language Product Guide

BEST AVAILABLE COPY

```

UltraEdit-32 - adi - [\\Tanzania\\Users\\JavaWebServer2.0\\servlets\\com\\cogentex\\samples\\cameras\\snippets.xml]
File Edit Search Project View Format Column Macro Advanced Window Help
zhxs snippets.xml Data.java

<snippet type="easyToUse">
  easy to use, which is important for business users who want good
  pictures every time</snippet>
<snippet type="easyToUse">
  easy to use, which is a prerequisite for business users who need
  reliable results with a minimum of fuss</snippet>
<snippet type="easyToUse">
  easy to use, which makes them solid, predictable performers in a
  business context</snippet>

<snippet type="compact">
  compact and portable, for capturing memories at any time or place</snippet>
<snippet type="compact">
  compact enough to fit in your pocket, which is great for travel or
  casual use</snippet>
<snippet type="compact">
  compact and lightweight, which makes a difference when you're packing
  for a flight or a weekend hike</snippet>

<snippet type="manuallyControllable">
  equipped with extensive manual controls, which the pro shutterbug
  can't do without</snippet>
<snippet type="manuallyControllable">
  equipped an array of manual knobs and dials, which give you the
  control that pros need</snippet>
<snippet type="manuallyControllable">
  capable of the same kind of manual control that pros have come to
  rely on in their trusty film-based equipment</snippet>

```

For Help, press F1 Ln: 1, Col: 1, CO DOS Mod: 8/18/2000 3:05:01PM File Size: 7753 INS

Figure 2: Screenshot of text snippet database used in prototype